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PRICE REDUCTIONS IN POLISH CONSUMER GOODS, AND BUYER REACTION

The following articles, taken from daily newspapers in several large Polish cities, pertain to price reductions, particularly in footwear and clothing, as well as the effects these reductions have had on the volume of sales in Poland.

SOME CONSUMER GOODS PRICES REDUCED -- Lodz, Lodzki Express Ilustrowany, 1 Sep 53

On basis of a directive issued by the Ministry of Domestic Trade, dated 27 August 1953, a postseason sale of summer footwear at reduced prices was launched at Lodz on 30 August 1953. The stores belonging to the MHD (Miejski Handel Detaliczny, Municipal Retail Trade), the ZSS (unidentified; probably should be PSS - Powszechna Spoldzielnia Spozycow, General Consumer Cooperative), and the PDT (Powszechne Domy Towarowe, Department Stores) are participating in this sale, which is to last through the month of September.

The prices on footwear are as follows: Women's cloth shoes, formerly priced at 98 zlotys, are now on sale for 68.75 zlotys; women's evening shoes with velvet uppers, formerly 150 zlotys, now 70 zlotys; women's evening shoes, formerly 142.50 zlotys, now 70 zlotys; women's evening shoes with cloth uppers, formerly 80 zlotys, now 45 zlotys; women's cothurnus-type sandals, formerly 45 zlotys, now 32 zlotys; women's specials, formerly 41.25 zlotys, now 30 zlotys. Children's specials, depending on the sizes, formerly priced from 22.50 to 31.25 zlotys, now are priced from 18 to 25 zlotys.

Men's cloth half-boots with leather outsoles and leather insoles, formerly priced at 182 zlotys, are now on sale for 120 zlotys. Also, men's cloth half-boots with leather soles on a rubber base, formerly 154 zlotys, are now on sale for 95 zlotys.

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Lublin, Sztandar Ludu, 3 Sep 53

Shoe stores in Lublin are having a postseason sale of summer footwear. Women's evening shoes with velvet uppers, formerly 150 zlotys, are now on sale for 70 zlotys. Women's cloth shoes with solid leather soles, formerly 98 zlotys, are now on sale for 68.75 zlotys. Men's cloth half-boots with leather outsoles and leather insoles, formerly priced at 182 zlotys, are now on sale for 120 zlotys. The same type of half-boots made with rubber soles, formerly priced at 154 zlotys, now sell at 95 zlotys. Prices on specials have been reduced considerably. This sale will continue until the end of September 1953.

Wroclaw, Gazeta Robotnicza, 24 Sep 53

The MHD now has on sale at reduced prices the following footwear: Women's shoes formerly 80 zlotys are now 45 zlotys, those formerly 150 zlotys are now 70 zlotys, and those formerly 98 zlotys are now 68.75 zlotys. Men's footwear is priced as follows: shoes formerly 182 zlotys are now 120 zlotys, those formerly 136.50 zlotys are now 102 zlotys, and those formerly 41.25 zlotys are now 30 zlotys. Children's footwear dropped from 31.25 zlotys to 25 zlotys. -- Advertisement

Lodz, Lodzki Express Ilustrowany, 27 Sep 53

According to information issued by CO (Centrala Odziezowa, Central Garment Sales Office) on 27 September 1953, a postseason and surplus sale of clothing at reduced prices is to be launched. A wide assortment of suits, dresses, underwear, and knitwear will be put on sale at all the retail stores. This sale will last until 10 November 1953.

Price reductions on various types of postseason and surplus clothes, including knitwear, will vary from 20 to 60 percent, depending upon defects and flaws in an article.

On 27 September 1953 throughout the entire country, including Lodz and Lodz Wojewodztwo, the branch clothing stores belonging to the MHD, the PSS, the PDT, the Gmina Cooperatives of Peasant Self-Help (Gminne Spoldzielnie Samopomocy Chlopskiej), and the Spolnota Pracy clothing cooperative launched a postseason sale on clothes. The price reductions are as follows: Men's fall overcoats, formerly priced at 750 zlotys, now are on sale for about 450 zlotys; men's suits, formerly 900 zlotys, now are about 500 zlotys; women's suits dropped from 800 zlotys to 250 zlotys; women's cretonne dresses dropped from 120 zlotys to 60-70 zlotys; wool dresses dropped from 260 zlotys to 160-180 zlotys; men's wool sleeveless sweaters dropped from 60 zlotys to about 40 zlotys; women's underwear was reduced from 90 zlotys to about 60 zlotys.

In addition to the sale of surplus goods, the CO is selling at reduced prices, articles of good material that have been withdrawn from production.

Men's wool coats (both high and low wool content), formerly priced at 180 to 649 zlotys, were reduced to 136-540 zlotys. Prices for men's "derby-type" wool trousers were reduced from 175-231 zlotys to 131-173 zlotys. Women's wool blouses were reduced from 88-187 zlotys to 57-128 zlotys. Girls' cotton suits, formerly priced at 80 zlotys, were reduced to 45 zlotys. Girls' pajamas and children's cretonne pajamas were reduced from 60 zlotys to about 48 zlotys.

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Warsaw, Zycie Warszawy, 27 Sep 53

The CO is conducting a surplus sale of a wide assortment of clothes, including knitwear. The goods are available at all retail clothing stores at reduced prices. Men's fall-winter overcoats are now on sale for 180 zlotys; women's fall-winter overcoats, from 175 zlotys; wool dresses, from 75 zlotys; and men's suits, from 220 zlotys. -- Advertisement

Warsaw, Zycie Warszawy, 1 Oct 53

The CO is now conducting a sale of surplus clothes at reduced prices. A wide assortment of knitwear and other clothes is now available at all the retail clothing stores at the following prices: Women's blouses, from 35 zlotys; women's skirts, from 50 zlotys; women's fall-winter overcoats, from 175 zlotys; women's wool dresses, from 75 zlotys; men's fall-winter overcoats, from 180 zlotys; men's suits, from 220 zlotys; boys' outfits, from 130 zlotys; girls' overcoats, from 130 zlotys; boys' fall-winter overcoats, from 85 zlotys. -- Advertisement

Warsaw, Express Wieczorny, 2 Oct 53

The retail clothing store at ulica Jagiellonska 25, Praga (a suburb of Warsaw), is now selling overcoats, formerly priced at 594 zlotys at the reduced price of 280 zlotys; suits, formerly 910 zlotys at 650 zlotys; and dresses, formerly 181 zlotys, at 80 zlotys. -- Advertisement

Poznan, Glos Wielkopolski, 3 Oct 53

Since 27 September 1953, a great surplus clothing sale of men's, women's and children's clothing at greatly reduced prices has been in progress in Poznan.

An overcoat formerly priced a 257.30 zlotys can now be purchased for 160 zlotys. Gertruda Krzekotowska, a salesgirl at the PDT in Poznan, said that in 3 hours she sold 18 dresses, 6 boys' suits, a few overcoats, and many other articles.

The CO store located on the corner of ulica Szkolna and ulica Paderewskiego was selling overcoats, formerly priced at 530 zlotys, for 200 zlotys.

The price reductions for knitwear and other clothing ranged from 20 to 60 percent. In addition to the surplus clothing, outmoded clothes were on sale at reduced prices.

The following are some of the price reductions now in effect: Men's fall overcoats are reduced from 750 zlotys to 450 zlotys; men's suits, from 980 zlotys to about 500 zlotys; women's suits, from 800 zlotys to 250 zlotys.

CLOTHING SALES INCREASE AFTER PRICE REDUCTIONS -- Warsaw, Glos Pracy, 3 Oct 53

The working people in cities and villages are continuing to show much interest in the surplus clothing sale. The shopping crowds have increased considerably in the clothing stores of the ZSS and the MHD, and particularly in the retail clothing stores.

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In Warsaw, the largest crowds are to be seen before the surplus clothing sales counters of the PDTs. The CDT (Centralny Dom Towarowy, Central Department Store) is one of the busiest stores. There, the crowds flow in and out continuously. The surplus clothing sale counters are literally besieged by the buyers. The daily flow here totals about 40 thousand persons. The constant increase in the number of buyers is evidenced not only by the high turnover, but also by the fact that counter service often does not have time to press the clothes purchased.

According to clerks, there have been more purchases of men's fall suits and overcoats than of anything else.

In Szczecin, where the MHD alone has 30 surplus sale centers, workers in the municipal work enterprises are the chief buyers. Up to now, 87 centers have been selling men's and women's clothes in the Szczecin countryside. In addition, the PZGS (Powiatowy Zarzad Gminnych Spoldzielni, Powiat Administration of Gmina Cooperatives) has organized mobile sales units to visit the villages.

WARSAW AUTUMN FAIR COMPLETES LARGE NUMBER OF SALE TRANSACTIONS OF GOODS --
Warsaw, Zycie Warszawy, 20 Oct 53

On 18 October 1953, over 250,000 persons visited the Warsaw Autumn Fair and made over 36,000 purchases valued at 3,550,000 zlotys. Wool and cotton goods led in sales. Ten wool- and cotton-selling stands made sales totaling 1,267,000 zlotys. Likewise, 19 clothing-selling stands with ready-made clothes completed over 4,500 transactions totaling about 665,000 zlotys. Nine footwear-selling stands sold 436,000 zlotys' worth of merchandise. In addition, 191,000 zlotys' worth of sport goods were sold, 96,000 zlotys' worth of cosmetics, and 56,000 zlotys' worth of haberdashery.

The fair itself surpassed all expectations. A considerable amount of food was sold and consumed at the fair. Visitors bought 122,000 zlotys' worth of various dishes at counters, not including cold cuts and drinks.

During the two weeks the fair was open, 574,760 transactions were made, amounting to 43,500,000 zlotys. Over 2.5 million people visited the fair, and of these, over 100,000 came from outside Warsaw.

After the fair is over, the majority of the stands used at the fair will appear on the streets of Warsaw. They will serve as fruit- and vegetable-stands.

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